

WHAT IS CLAIMED IS:

- 1 1. A method of using a computer to conduct a transaction between a
2 user and an originator comprising:
 - 3 inputting into the computer a basic description and a corresponding
4 detailed description of the user's unmet need or unsolved problem;
 - 5 permitting the originator to access the basic description of the user's unmet
6 needs or unsolved problems;
 - 7 for the basic description, providing the originator an option to access the
8 corresponding detailed description by agreeing to an online license agreement;
 - 9 inputting into the computer an indication of agreement by the originator to
10 the online license agreement; and
 - 11 providing the originator with access via the computer to the corresponding
12 detailed description.
- 1 2. A method according to claim 1 wherein the online license
2 agreement is a limited duration, exclusive license.
- 1 3. A method according to claim 1 further comprising:
2 after the originator has indicated agreement to the online license
3 agreement, disallowing other potential originators from accessing the basic description
4 and corresponding description for the duration of the license agreement.
- 1 4. A method according to claim 1 wherein the corresponding detailed
2 description is stored in the computer in encrypted form.
- 1 5. A method according to claim 4 further comprising:
2 providing the originator with an access key to decrypt the corresponding
3 detailed description after agreeing to the license agreement.
- 1 6. A method according to claim 1 further comprising:
2 inputting into the computer a proposal by the originator to address the
3 user's unmet need or unsolved problem.
- 1 7. A method according to claim 1 wherein the license agreement is
2 nonexclusive.

1 8. A method according to claim 1 wherein the originator accesses the
2 corresponding detailed description using an Internet browser.

1 9. A method of using a computer to conduct a transaction between an
2 originator and a user comprising:

3 inputting into the computer a basic description and a corresponding
4 detailed description of the originator's proposal;

5 permitting the user to access the basic description of the originator's
6 proposal;

7 for the basic description, providing the user an option to access the
8 corresponding detailed description by agreeing to an online license agreement;

9 inputting into the computer an indication of agreement by the user to the
10 online license agreement; and

11 providing the originator with access via the computer to the corresponding
12 detailed description.

1 10. A method according to claim 9 wherein the originator's proposal is
2 in response to the user's unmet need or unsolved problem inputted and accessed using the
3 computer.

1 11. A method according to claim 9 wherein the online license
2 agreement is a limited duration, exclusive license.

1 12. A method according to claim 9 further comprising:

2 after the user has indicated agreement to the online license agreement,
3 disallowing other potential users from accessing the basic description and corresponding
4 description for the duration of the license agreement.

1 13. A method according to claim 1 wherein the corresponding detailed
2 description is stored in the computer in encrypted form.

1 14. A method according to claim 13 further comprising:

2 providing the user with an access key to decrypt the corresponding
3 description after agreeing to the license agreement.

1 15. An apparatus to facilitate transactions between a user and an
2 originator comprising:

3 a computer comprising a processor and storage device, wherein a
4 computer program causes the computer to
5 store using the storage device a basic description and a corresponding
6 detailed description of the user's unmet needs or unsolved problems,

7 allow the originator to access the basic description of the user's unmet
8 needs or unsolved problems, and

9 allow the originator to access the corresponding detailed description by
10 agreeing to an online license agreement.

1 16. An apparatus according to claim 15 wherein the online license
2 agreement is a limited duration, exclusive license.

1 17. An apparatus according to claim 15 wherein the computer program
2 further causes the computer to
3 disallow other potential originators from accessing the basic description
4 and corresponding description for the duration of the license agreement.

1 18. An apparatus according to claim 15 wherein the corresponding
2 detailed description is stored in an encrypted form.

1 19. An apparatus to facilitate transactions between a user and an
2 originator comprising:
3 a computer comprising a processor and storage devices, wherein a
4 computer program causes the computer to
5 store using the storage device a basic description and a corresponding
6 detailed description of the originator's proposal,
7 allow the user to access the basic description of the originator's proposal,
8 and
9 allow the user to access the corresponding detailed description by agreeing
10 to an online license agreement.

1 20. An apparatus according to claim 19 wherein the originator's
2 proposal is in response to the user's unmet need or unsolved problem stored on the
3 storage device and accessed through the computer.

1 21. An apparatus according to claim 19 wherein the online license
2 agreement is a limited duration, exclusive license.

1 22. An apparatus according to claim 19 wherein the computer program
2 further causes the computer to
3 disallow other potential users from accessing the device description and
4 corresponding description for the duration of the license agreement.

1 23. An apparatus according to claim 19 wherein the corresponding
2 detailed description is stored in an encrypted form.

1 24. An apparatus according to claim 19 wherein the user accesses the
2 computer using a second computer by way of a network and an Internet browser program.

1 25. An apparatus according to claim 19 wherein the storage device is a
2 computer fixed disk device.